



# Guiding Principles

## South Segment

### A Shared Gateway Zone

- A commitment to partnership and a symbolic “handshake” are reflected in the Tempe/Scottsdale gateway zone.
- Northbound and southbound travelers will experience senses of arrival and departure that relate to both Scottsdale and Tempe.
- “Now entering Scottsdale” - distinctive gateway element.



A “handshake” between Tempe and Scottsdale

### Partnership Opportunities

- The diversity of businesses and owners will be invited to participate in capital project development, instilling a greater sense of ownership and stewardship in the corridor.
- Edge streetscape treatments will strengthen connectivity to businesses and neighborhoods and respond to adjacent conditions.



### Think Beyond the Moment

- The streetscape design recognizes and respects future changes that will take place.
- Future high capacity transit corridor
- The streetscape conveys a lasting sense of permanence and longevity – it is timeless and sustainable.



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